

Tradespeople Cheat New York Housewives Daily, Mrs. Heath Says

Average Woman Here Is Worst Victimized in the World, She Declares, and Plans League to Enforce Laws.

By Marguerite Moores Marshall.

"The most cheated woman in the world is the New York housewife. Her baker, her butcher, her grocer, her laundryman are in a tact if unspoken alliance to 'do' her at every turn. She is imposed on in regard to quantity, quality and price. And, at the last analysis, it's her own fault."

Thinking thus, Mrs. Julian Heath, President of the League for Home Economics and Chairman of the Home Economics Committee for the city federation of women's clubs, has just founded a brand new organization. It is called the Housewives' League, and it expects to include in its ranks all New York women who are housekeepers. The object will be the protection of the American home by a concerted effort to secure pure food, honest weights and lower prices.

"But how will you go about it?" I asked Mrs. Heath yesterday at her home, No. 6 West Ninety-first street.

"The personal effort of the individual woman will be our slogan," she replied. "As Chairman of the central committee I shall divide the city into Housewife wards. Each will include an area about ten blocks long and two blocks across. In each ward I shall pick out one woman to be organizer or leader. A solid branch of the league will be formed, each member of which has pledged herself to these three things:

- (1). Enforcement of the laws pertaining to the home, which are already on the statute books.
- (2). Investigation of the allied home industries.
- (3). Investigation as to the reason for the varied scale of prices which obtains for similar articles of food in different parts of the city.

"This simply means," continued Mrs. Heath, "that each woman must play the role of the gentleman from Missouri with each of her tradespeople. She must personally call on her butcher, her baker, her grocer, her laundryman and say to them: 'How do you weigh my meat? How do you bake my bread? How do you take care of my groceries? How do you wash my collar?' If they refuse to answer, or if their answers are not satisfactory, the housewife must promptly take her trade elsewhere, and, if necessary, report the man to the proper authorities."

ECONOMIC CONDITIONS MENACE TO HOMES.

"Unquestionably, present economic conditions are a menace to the American home. The men realize this and they are constantly enacting laws which shall safeguard home life more securely. But the practical enforcement of these laws lies in the hands of the women buyers, the housekeepers. It is because so many of them have neglected their jobs that we have food scandals and a high cost of living problem."

"Federal, State and municipal laws have been passed to protect the family from poisonous and adulterated food and impure milk. These laws are NOT being enforced! Where a few dealers are convicted and fined, hundreds escape. No department or commission in this city has an adequate efficient force of inspectors. It is therefore up to each

housewife to be her own inspector. 'I wonder how many women in this city know that there is a law compelling tradesmen to keep their goods inside their stores?' asked Mrs. Heath. 'It is violated on every block where there is a butcher or a green grocer.'

"How many women have ever seen where and how their bread is baked? Commissioner Williams is making an effort to clean out bakery dives. Every woman in New York ought to go tomorrow and investigate the bakery she patronizes."

"I can see how women might raise the standard in foods, but how could they affect the prices?" I asked.

REFUSE TO PAY MORE THAN MARKET PRICE.

"Every woman who refuses to buy from the man who charges her more than market prices for any commodity," said Mrs. Heath, "and by and by, when our league is better organized, we can unquestionably keep the market prices at a reasonable figure."

"Suppose, when sugar went up recently, that every housewife in New York had refused to buy a pound until it was put back where it belonged. Do you imagine the Sugar Trust would have held out very long?"

"But all the high cost of living cannot be laid to the trades. The individual dealers, at least many of them, will charge all they can. They have different prices even for different customers. It is well known that the same cost of meat varies from three to seven cents a pound in different parts of the city, and are often highest in the neighborhood where the housewife of small income must shop."

"If a woman does her ordering by telephone or leaves it to her maid or doesn't keep up in the market quotations, there are tradesmen who will cheat her out of her eye teeth. But why should she let them put it over her?"

"She mustn't even trust her laundryman implicitly. Some laundries charge two cents for laundering a collar in certain localities and two and one-half cents in others. Yet they all go through the same machines."

"Public opinion is feared more than fines. If a tradesman finds that he is actually losing custom and his customers frankly give him their reasons for leaving him, he will work out his own reform and do it quickly."

Hair Murder

Hair Rats and Puffs Are Surely Murdering the Glorious Hair of American Women.

Swisco, the great discovery quickly done falling hair and dandruff, with the first few applications, and starts a new growth of hair at once. The change in the hair and scalp condition is strikingly noticeable in a few days' time. You don't have to sit around and wait indefinitely for results.

You can regain the youthful color of your hair quickly with Swisco without dyeing or staining. Prove it free by sending 10 cents to help pay postage and packing to Swisco Hair Remedy Company, 3526 P. O. Square, Cincinnati, Ohio. Swisco is sold by druggists and drug departments everywhere at 50 cents and \$1.00 a bottle.

For sale and recommended in New York by all Fifth and Madison stores, Ruckey Pharmacy, Greenhut-Siegel Cooper Co., 14th Street Store, Macy's, Simpson Crawford Co., 110th St. and Lenox Ave., Gimbel Bros., A. Weiss, 67 Wall St.

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News Oddities

Has Found a Seedless and Coreless Apple in Nevada.
An apple tree bearing seedless and coreless fruit has been discovered at Opine Creek, Nev., by C. S. Rogers. He expects with the help of Luther Burbank to propagate seedless apples, something hitherto not accomplished. The newly discovered tree is seven years old.

Famous Student of Butterflies and Moths Now Hotel Porter.
Frederick Jordan, who was vice-president of the Entomological Society of England until recently, and whose hobby is the study of butterflies and moths, is working as a porter at the Auditorium Hotel in Los Angeles. He left England because his doctor told him he must get a change of climate and heavy work, or he would die.

Ultra-Violet Rays Used to Purify Drinking Water.
Army surgeons are using ultra-violet rays successfully for purifying drinking water in the Philippines. The rays kill all animal parasites and destroy the bacterial causes of disease.

Seven Pairs of Trousers and a "Jag" Costed a King's Ransom.
Although he had plenty of whiskey on the inside and seven pairs of trousers on the outside, Thomas Piaz claimed at Hammond, Ind., that he was still cold. He had plenty of money, but told the

Judge he suffered so from cold he wanted to be sent to jail for the winter, so he could keep warm.

Refused Anesthetic and Watched Surgeon Cut Out His Rib.
Ferdinand Heyman, twenty-three years old, refused to take an anesthetic and for forty-five minutes was on the operating table at Saginaw without losing consciousness, watching the doctors work on him. Three-quarts of fluid were removed from his right lung and two and one-half inches of the fifth rib cut out.

CITY STILL HEALTHIER.
Death Rate Last Week Was the Lowest on Record.

The Registrar of Records of the Department of Health yesterday said the city's death rate for last week—12.12 per thousand—was the lowest on record. The lowest preceding rate was 13.32, in the week ending Nov. 5, 1910.

The greatest decrease noticeable was in the mortality from diarrhoeal diseases among children less than five years old. The number fell about 50 per cent. Scarlet fever, diphtheria, croup, whooping cough, typhoid fever and tuberculosis also showed fewer deaths than in the corresponding period last year.

In Queens Borough the death rate was 8.40 per thousand, the lowest any of the boroughs ever has shown.

DAILY CONCERT'S BY NAHAN FRANKO'S ORCHESTRA IN OUR RESTAURANT, EIGHTH FLOOR.

Simpson Crawford Co.

We Have Added a Number of Recently Created Models—Counterparts of Stunning New Foreign Styles—to Our Peerless Showing of Women's Fall and Winter Suits



We know of no such beautiful suits being sold anywhere for less than \$30 to \$35. Through Simpson Crawford's specialized method of designing and production they are sold at \$25. Only the smartest and newest materials are used and in a full range of wanted shades and colors. Nothing is omitted that would make the variety complete enough to please every fancy, from the most outre novelty mixture to the conservative navy and black diagonal.

Designing and Workmanship. From the cutting to the final touch of trimming, are under the supervision of experts trained in the highest class Fifth Avenue houses, people who are constantly in touch with the advance ideas from Europe—people who adapt and originate those striking and stunning models known the world over as "New York styles."

Women's Promenade Suits, \$34.75
Distinctive dressy styles, expressing fashion's latest work, beautiful materials and effects.

Other Handsome Tailored Suits at \$39.75, \$42.50, \$49.75 to \$110.

Women's Beautiful Afternoon and Evening Dresses, \$16.50
Just such superb creations as are usually priced \$22.75, \$29.50 and \$39.00. The cleverest style features. Made in high class dressmaker fashion of such materials as crepe meteor, charmeuse, messaline, bordered and figured chiffon, velvet, silk and French serges. Handsome colors and all sizes.

Splendid Assemblage of Fashionable Coats
Coats for travelling, motoring, steamer, calling, street and general as well as evening wear. Every material that is approved by fashion is here.

Women's Polo and Mixture Coats, \$10
Clever models in pretty shades. Many have deep collars and cuffs of contrasting color; the polo models are warm and roomy and have wide belts. Usually \$15.00.

Women's Reversible and Tourist Coats, \$12.50
Great variety of clever styles, with new shaped collars. Excellent materials and attractive colors make these coats ideal for general wear. Usually \$18.50.

Women's Stylish Twin Coats, \$16.50
Of excellent cheviot, in stunning color combinations, such as navy and light blue, tan and coronation, also swaggy mixtures in new models. Usually \$22.50.

Women's Plush and Caracul Cloth Coats, \$19.75
Those wishing a splendid garment at a modest price will find this offering most acceptable. Included are stunning models of serge, broadcloth, zibeline, chinchilla.

Women's \$85 to \$125 Fur Coats
Russian Mink Pony Coats; Natural Pony Coats; Marmot Coats; Near Seal Coats, 52 inches long; made of the finest quality skins, beautifully matched, with large shawl collar and cuffs, values up to \$125, at

\$59.75

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE.

52-inch Russian Mink Pony Coats
Made of a very fine quality Russian mink pony skin; beautifully matched and marked; have large shawl collar and cuffs. Lined with broad silk or guaranteed satin; crocheted or jeweled buttons. Value \$49.75, at

\$34.75

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE.

103 pc. Haviland \$30 Dinner Sets, \$16.95

We will offer for Wednesday 50 sets of the final shipment at this very special price, which does not cover the usual cost. There are five different floral designs to choose from. Large pieces treated with coin gold. The set consists of:

- 1 dozen dinner plates
- 1 dozen tea plates
- 1 dozen soup plates
- 1 dozen dessert plates
- 1 dozen individual butters
- 1 doz. ten cups and saucers
- 2 large meat platters
- 1 covered vegetable dish
- 1 open vegetable dish
- 1 sauce boat
- 1 pickle dish
- 1 dozen bread and butter plates



Dining-room Domes, \$2.69

Made of wrought iron in the dearest black finish, in either hexagon or square shape, rich art glass in assorted colors, rich amber or Nile green with fringe to match; complete for gas, with one inside and two outside lights.

7-Piece Hand Painted Berry or Salad Sets, \$1.29

In two pretty designs to choose from; one a blue and the other a red. Cut Glass Mayonnaise Sets, \$3.49. Cut Glass Decanters, \$3.29. Cut Glass Celery Trays, \$2.98. Cut Glass 3-Handled Bonbons, \$2.00.

100 Piece \$25 Austrian China Sets, \$15

We have just received our imports on these sets for the holidays. This is a neat rosette pattern. All pieces treated with gold. An open stock pattern controlled by Simpson Crawford in New York.

Our Sewing Machine Club

will give you these unusual advantages:

Half Regular Agents' Prices

Ten Years' Guarantee

Small Monthly Payments

\$2 Deposit Will Place a High-Grade Sewing Machine in Your Home.

Then Begin Monthly Payments of \$2 with No Extras.

Just to Give You An Extra Good Reason for buying your machine right away, we will

offer:

A \$35 Machine for \$35.00

Electro Ball-Bearing Machines—3-drawer oak cabinet with automatic drop-down light running machine suitable for any kind of sewing.

\$18.75

\$18.75

\$18.75

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Lord & Taylor

Founded 1826

Unusual Sale of Furniture

For Living room, Library and Dining room
At Greatly Reduced Prices

Large Easy Models, Fumed Oak, with Leather Cushions.

Chairs... \$15.00, \$20.00, \$25.00, \$30.00, \$35.00
formerly \$22.50, \$30.00, \$37.50, \$45.00, \$46.00

Rockers, same as above.

Settees... \$25.00, \$30.00, \$40.00, \$65.00
formerly \$35.00, \$45.00, \$60.00, \$85.00

Desks... \$25.00, \$35.00, \$50.00
formerly \$35.00, \$50.00, \$75.00

50 Fumed Oak Writing Desks... each \$7.50
formerly \$12.00

Upholstered Furniture

Made in our own shops—unsurpassed as to quality, workmanship, luxuriousness and durability.

English Reading Chairs... \$42.50
regularly \$50.00 to \$55.00

Wing Chairs... \$19.00, \$25.00, \$35.00
regularly \$22.00 to \$25.00

Couches... \$18.00, \$24.00, \$34.00
regularly \$21.00 to \$24.00

Davenport... \$58.00 to \$100.00
regularly \$65.00 to \$115.00

Dining Room Chairs

Golden Oak, Early English, Flanders and Mahogany

1 to 6 of a style—Some Arm Chairs to match.
\$3.00, \$4.00, \$5.00, \$6.00, \$8.00
regularly \$5.00 to \$15.00

Odd Sideboards, China Cabinets, Serving Tables and

Extending Tables of Golden Oak, Early English and Flanders.

At Greatly Reduced Prices.

Fine Collection of the latest Furniture and Drapery Fabrics

An Unusual Purchase of

Decorative Linens

Offered at Half Price

French Renaissance Lace and Eyelet Embroidered Linens in the following assortment:

Doilies... doz. \$1.60 to \$4.95—\$3.25 to \$10.00

Centre Pieces... each 75c to \$1.25—\$1.75 to \$3.75

Squares... " 87c to \$1.75—\$1.75 to \$3.75

Tea Cloths... " \$2.10 to \$2.45—\$4.25 to \$5.00

Luncheon Cloths... " \$3.60 to \$9.50—\$7.50 to \$19.50

Scarfs... " \$1.35 to \$2.95—\$2.75 to \$6.00

Broadway & 20th St.; 5th Ave.; 19th St.

GRAND RAPIDS FURNITURE S. BAUMANN & BRO. CARPETS, RUGS & DRAPERIES

No Money Down

Club plans or ridiculously small deposits will attract the inexperienced buyer, but wise shoppers will look for honest concerns that don't draw prospective buyers into a net of high prices and fraudulent conditions. Proof of our straightforward dealing is borne out by the fact that we are one of the largest furniture and carpet distributors in the country. Thanks to our enormous purchasing power, we are enabled to offer you the

Best Credit System—One Low Price—Cash or Credit

Out-of-Town Deliveries Made by Our Motor Trucks

This High Grade Genuine Quarter Sawed

Oak Dining Room Suite



Buffet, \$26.75
Is 46 inches wide, Cabinet top with French Bevel Plate Mirror, 10x40 inches. The base contains two small drawers, one large drawer and two large closets. Has carved claw feet.

Extension Table, \$17.50
The Extension Table has a solid quartered oak round top, heavy barrel base and beautiful hand carved claw feet with scrolls. Extends to 6 feet.

Side Chair, \$3.98
The Side Chair is very comfortable, has panel back, colonial legs. It has a slip seat, covered with a fine quality leather. Arm Chair to match \$7.98.

China Closet, \$24.50
The China Closet is 32 inches wide, and 60 inches high. French plate mirror on top shelf. Five spaces for China and Cut Glass. Full swing doors and bent glass ends.

40 Buffet \$27.50
Special at \$27.50

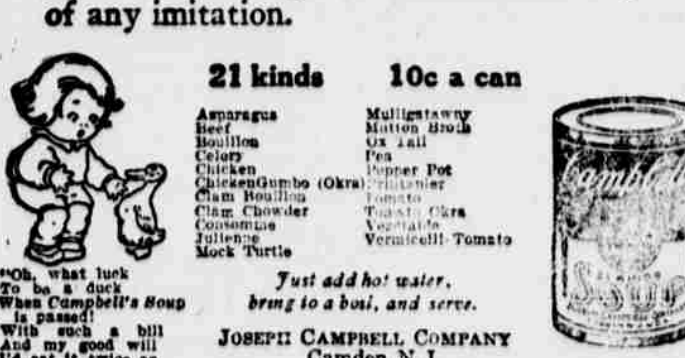
Solid Quartered Oak Buffet, \$26.75
With 46-inch base, large French plate mirror with top shelf; very beautiful design; has handsome French legs, claw feet, rubbed and polished finish. \$30 Sample Parlor Suits... \$19.75 \$40 to \$45 Parlor Suits... \$35.50

N.W. COR. 6TH AVE. & 15TH ST.

A great big "If"

All soup-makers would make tomato soup exactly like Campbell's if they could.

Yes, even you would be pleased to produce the equal of



But that means picking the choicest tomatoes right off the vines and making them into soup the same day. It means having all materials of the same perfect quality and blending them by our exclusive formula.

Just try this perfect soup yourself and see what a big "if" there is in the way of any imitation.